

APPENDIX

VERSION WITH MARKINGS TO SHOW CHANGES MADE

IN THE CLAIMS

1. **(6x Amended)** A method of disseminating information over a private network concerning a product, both of which are to be perceived by a consumer, said method comprising:
- providing[**a**] one or more databases that receive[s] content providers' files[from content providers], said databases including digitized and cataloged product information and at least one of sponsor information and attract videos;
- creating designated files for distribution to one or more end clients by combining into a single file said content providers' files, including said digitized and cataloged product information and said at least one of sponsor information and attract videos, and at least one attribute assigned for each content provider file;
- transmitting said designated files[**with advertising information and inventory information**] to said end clients remotely disposed with respect to said one or more databases, wherein each end client receives only its designated files[**and wherein at least one of said end clients is disposed a distance from said product to encourage the consumer to purchase said product**];
- providing a perceivable stimulus, from said designated files to said consumer, said perceivable stimulus being associated with said product; and
- wherein an interactive consumer stimulus initiated by the consumer includes said perceivable stimulus.
10. **(6x Amended)** A method of disseminating information over a private network concerning multiple products, said method comprising:

receiving content providers' files[from content providers], the content providers'
files including digitized and cataloged product information and at least one of
sponsor information and attract videos;

assigning at least one attribute for each content provider file and creating designated
files for distribution to end clients by combining into a single file the content
providers' files, including said digitized and cataloged product information and
said at least one of sponsor information and attract videos, and said at least one
attribute for each content provider file;

creating a database containing said designated files;

selecting a plurality of end clients;

transmitting said designated files[**with advertising information and inventory**
information] to said selected end clients with each of said selected end clients
receiving only its designated files, wherein said selected end clients are remotely
disposed with respect to said database, with subsets of said selected end clients
corresponding to differing products, including transmitting information
corresponding to a first of said multiple products to[**one]** a first subset of said end
clients[**and wherein at least one of said end clients is disposed a distance from at**
least one of said multiple products to encourage the consumer to purchase said
at least one of said multiple products];

providing a perceivable stimulus, from said information corresponding to said first of said
products, to a consumer positioned proximate to said one of said end clients, with
said perceivable stimulus being associated with said first of said multiple products;
and

wherein an interactive consumer stimulus initiated by said consumer includes said
perceivable stimulus.

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